

EXTRA ANTICIPATORY PURCHASES
(BILLIONS)

	<u>INDUSTRY</u>	<u>PHILIP MORRIS</u>	<u>MARLBORO</u>
1983	9.8	-	-
1984	15.1	5.1	3.1
1985	22.0	9.5	5.7

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MARLBORO UNIT SALES

MAY Y-T-D

(IN BILLIONS)

	<u>1986</u>	<u>1985</u>	<u>DIFFERENCE</u>
RED BOX 20's	12.9	13.8	-0.9
RED SOFT PACK 20's	11.8	12.7	-0.9
RED 25's	0.6	1.0	-0.4
TOTAL RED	25.3	27.5	-2.2
LIGHTS 20's	16.5	16.1	+0.4
LIGHTS 25's	0.3	0.6	-0.3
TOTAL LIGHTS	16.8	16.7	+0.1
TOTAL 100's	6.0	6.7	-0.7
MENTHOL	0.5	0.5	-
TOTAL MARLBORO	48.6	51.4	-2.8

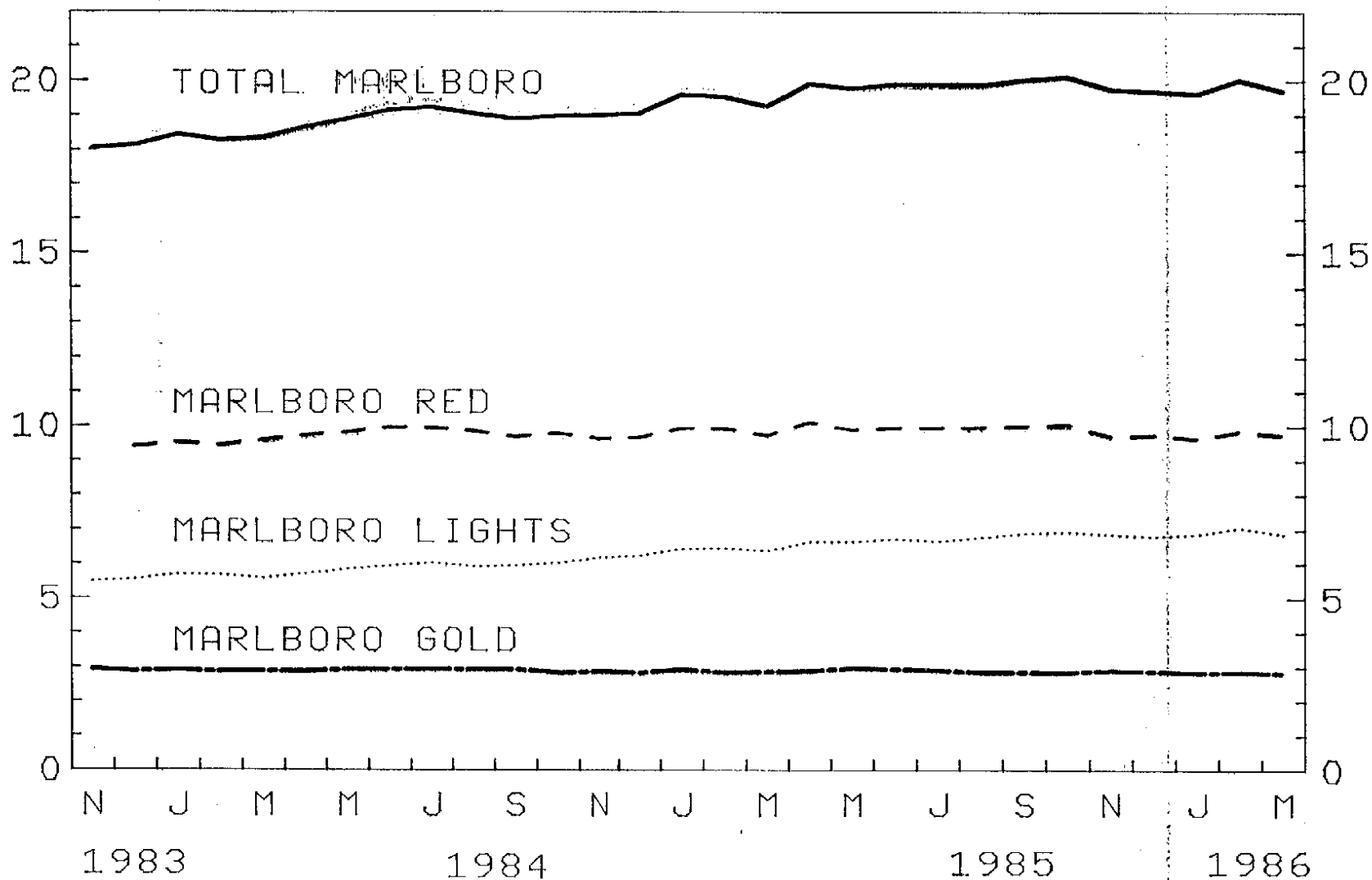
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MARLBORO CONSUMER SHARE OF MARKET

ALL FOOD STORES

SHARE

SHARE



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